



WCPO

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## ORDER

Print Date 10/23/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 315514 /

Original Date / Revision  
10/22/12 10/22/12

Advertiser Friends of Brown / Democra

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Product

Friends of Brown week # 2 Add 10.

Agency Com 15%

Billing Contact

1831 Chestnut Street  
Philadelphia, PA 19103

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Week # 2 Add

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$6,120.00	\$7,200.00	0.00	10/01/12	10/28/12	20	\$6,120.00	\$7,200.00
November 2012	5	\$1,530.00	\$1,800.00	0.00	10/29/12	10/29/12	5	\$1,530.00	\$1,800.00
Totals	25	\$7,650.00	\$9,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4				\$150.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1				\$150.00		0.00			
N 2	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF--		4				\$400.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1				\$400.00		0.00			



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Contract / Revision **315514** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Friends of Brown week # 2** Estimate # **Week # 2 Add**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WCPO	10/23/12	10/29/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$300.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$300.00		0.00			
N 4	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$500.00		0.00			
N 5	WCPO	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--					4	\$450.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$450.00		0.00			
													Totals	25	\$9,000.00